REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register:	16 April 2004
Name of applicant/court:	Secretary for Internal Affairs
Applicant to the Labelling Body:	Not Applicable
Title of Publication:	Mayfair Volume 38 Number 5
Other Known Title(s):	Not Stated
Director(s):	Not Applicable
Producer(s):	Not Applicable
Publisher:	Paul Raymond Publications Ltd.
Editor(s):	David Spenser
Format:	Magazine
Country of Origin:	UK
Language(s):	English

Components of film originally examined: Not Applicable.

Feature: Running Time:

Trailers: Running Time:

Total Running Time:

Excision/Alteration: Not Applicable.

Reason(s) for Excision:

Not Applicable.

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Classification Decision:

Objectionable except if the availability of the publication is restricted to persons who have attained the age of 18 years.

Display Conditions:

Either

That when the publication is on public display, the classification given to the publication must be shown on the publication or any package in which the publication is kept.

and

That the publication must be publicly displayed only in a sealed package.

and

That where the publication is publicly displayed in a package, the package must be made of opaque material.

Or

That when the publication is on public display, the classification given to the publication must be shown on the publication or any package in which the publication is kept.

and

That the publication must be publicly displayed only in a sealed package.

and

That the publication must be publicly displayed only in premises, or a part of premises, set aside for the public display of restricted publications (whether or not articles other than restricted publications are also displayed in those premises or that part of those premises).

Descriptive Note:

Not Applicable.

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Direction to issue a label has been given on: Not Applicable.

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SUMMARY OF THE REASONS FOR DECISION:

The magazine entitled *Mayfair Volume 38 Number 5* is classified as:
Objectionable except if the availability of the publication is restricted to persons who have attained the age of 18 years.

The magazine is an issue of a monthly British magazine. It has an extensive adult sexual content focussing on explicit depictions of female nudity and explicit descriptions of sexual activity. Approximately 20% of the magazine consists of sexually explicit advertisements. The magazine has been considered in relation to criteria under s3(2) of the Films, Videos, and Publications Classification Act 1993 (FVPC Act), particularly because of some content in the advertisements. However the Classification Office considers the magazine does not tend to promote or support any of the activities listed under s3(2).

The magazine contains some strongly degrading, dehumanising and demeaning elements, particularly in the advertisements. While these elements do not occur to such an extent or degree to make the availability of the magazine likely to be injurious to the public good, they are likely to reinforce negative attitudes towards women in young impressionable readers. These elements and the explicit sexual content make the magazine inappropriate for a non-adult audience and have the result that the magazine is likely to be injurious to the public good unless its availability is restricted to adults.

Considerations under s3 of the FVPC Act have been weighed against the relevant provisions of the New Zealand Bill of Rights Act 1990. Given the manner in which the publication deals with matters of sex, restricting its availability to adults is a reasonable and demonstrably justifiable limit on the right to freedom of expression in order to prevent likely injury to the public good.

OFLC No: 301699